



ED RIES AND ASSOCIATES

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1 May 1970

Mr. Joseph F. Cullman III
Chairman of the Executive Committee
The Tobacco Institute
1776 K Street, N. W.
Washington, D. C. 20006

Dear Mr. Cullman;

I have just completed reading your full page "advertisement" in the 1 May issue of the Los Angeles Times with great interest, and feel that it is necessary for me to express some views on the entire matter.

Let me first establish the fact that I am a cigarette smoker and that I am not in any way a member of the scientific community. I am, however, an individual who is constantly being attacked (and there are many times when I feel it is an attack) by ex-smokers, television, radio, magazines and other communications media offering me pat, definitive opinions that smoking will either shorten my life or kill me directly.

This is possible, maybe even probable. However, I feel that there are always two sides to every story, and that I am being bombarded by only one side.

Your statements in the Times are the first public communication that I have ever seen indicating that there is some doubt as to the "absolute" findings and opinions which are being set forth in the various public communications almost hourly.

This letter is not in any way intended to take sides as to whether cigarette smoking is or is not a health hazard. It is intended, however, to attempt to encourage responsible parties on both sides to present a balanced picture of the findings of both sides.

I would strongly urge that those interests which doubt the findings of one side of the picture make a concerted effort to transmit their findings and



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Page 2

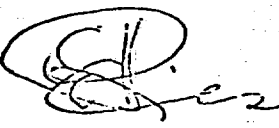
opinions to the general public. I must admit that I get a bit annoyed when I see continual commercials against smoking by public and publicly supported groups, yet only standard commercials by the private segment of the dispute.

Let me conclude by stating that I am concerned with my health. However, I am also concerned with knowing both sides of the story, publicly. Then I will make my decision, as I am sure thousands of other smokers and non-smokers will.

You have my permission to use this letter in any way.

Yours truly;

ED RIES AND ASSOCIATES



Ed Ries
President

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